



## Virginia Green Partner Profile:



# Eastern Shore Coastal Roasting Co. Exmore, Virginia

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

**Virginia Green Partners** are primarily committing to help support **Virginia Green** and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

### Eastern Shore Coastal Roasting Co.

"Eastern Shore Coastal Roasting Co. is a wholesale coffee roaster and tea provider. We also roast Virginia peanuts."



## CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
  - Encourage clients who are in the tourism industry to join Virginia Green.
  - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
  - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
  - Send out emails or mailers to their membership about Virginia Green.
  - Include a Virginia Green feature in their newsletter or other publication.
  - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
  - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
  - Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile
- ☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:
  - Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs.
  - Use silverware instead of plastic utensils.
  - Use non-bleached napkins or maintain a supply of cloth napkins.
  - Avoid box lunches – trays/platters of food are much less wasteful.
  - Use biodegradable/compostable labels for coffee bags and only compostable disposables in the retail business.
  - Created a small business advertiser to support sustainable small businesses.

☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps
- Always reuse and recycle cardboard boxes from coffee deliveries
- Encourage composting and collect food and coffee waste for locals to use in compost piles
- Purchase recycled-content paper towels and toilet paper
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Use reused building materials or those from sustainable sources
- Use latex paints
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Minimize the use of pesticides and herbicides

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Discourage water-based cleanup (sweeping first)
- Have minimized impervious areas (paving, concrete, etc)

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Use compact fluorescent light bulbs in all rooms and in canned lighting
- Use natural lighting

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For more information on **Eastern Shore Coastal Roasting Co.**, see [www.coastalroast.com](http://www.coastalroast.com) or contact **Kristin Willis** at [info@coastalroast.com](mailto:info@coastalroast.com).

For more information on **Virginia Green Lodging** program, see [www.deq.virginia.gov/p2/lodging](http://www.deq.virginia.gov/p2/lodging) or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



**Virginia Green Lodging** program is a supporting partner of **Virginia Green**, the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

